YouTube Ad Structure

Current State

Currently the youtube codebase switches between the various networks. These networks are: Google Adsense, Tacoda, Tribal Fusion, and Doubleclick. Below is the list of ads that are currently set on our site, where they are on the site, and what networks they point to.

Page Name	Site	Size	Networks	URL	Description
Index	you.home	300x100	doubleclick	http://www.youtube.com	Not installed yet.
Videos	you.videos	120x600	google	http://www.youtube.com/browse?s=mp	Most Viewed, top rated etc..
Categories	you.categories	120x600	google	http://www.youtube.com/categories	Only the main categories page
Category Portal	you.categories	160x600	google tribal fusion dfp tacoda	http://www.youtube.com/categories_portal?c=25&e=1	Not installed yet
Groups					No Ads here yet
Channels	you.members	120x600	google	http://www.youtube.com/members?ms30	
Watch	you.channels	728x90	google tribal fusion dfp tacoda	http://www.youtube.com/watch?v=	Leaderboard at top of page
Watch	you.channels	450x60	doubleclick	http://www.youtube.com/watch?v=	Below Video
Upload	you.upload	300x250	doubleclick	http://www.youtube.com/my_videos_upload	2nd page in upload
Profile	you.members	728x90	google tribal fusion dfp tacoda	http://www.youtube.com/profile?user=	
Search	you.results	728x90	google tribal fusion dfp tacoda	http://www.youtube.com/results?search=	Search return page for video only
Search	you.results	120x600	google tribal fusion dfp tacoda	http://www.youtube.com/results?search=	Search return page for video only

What to move to

We'd like to move our tagging from the youtube codebase to be only 100% doubleclick and have the traffiking between networks be serviced within doubleclick. This requires two major bodies of work:

Migrating Third Party Networks into Doubleclick

Google, Tribal Fusion, Tacoda and any other networks (Yahoo?) will have to be moved into doubleclick. This involves taking the Javascript tags that exist on our html and creating Bulk Ads for each of the sizes within Doubleclick. Here is a specification for the third party tagging requirements: 3rd Party Tagging

Reorganizing the tagging structure within our website

Operative is being brought in to help implement the restructuring of our doubleclick setup. This will allow the sales force to sell areas of the site with more confidence, and to present a more market friendly inventory of our impressions. A draft layout of how our site can be tagged can be found here: New Site Tagging

Restricted Access (click here for more info)

- Set ALLOWTOPICVIEW = GoogleGroup , EngInternGroup
- Set ALLOWTOPICCHANGE = GoogleGroup , EngInternGroup
- Set ALLOWTOPICRENAME = GoogleGroup , EngInternGroup

- Edit
- Attach
- Printable
- More...

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